

THE COHEN COMPANY'S ADVERTISEMENT, HOUSEWARE, CONTINUED ON PAGE 19.

The command of the lowest prices in all America shiver and shake. There is an earthquake that comes by necessity.

No wonder merchandise melts away as snow by the power of a tropical sun. WE START WITH BETWEEN A QUARTER AND HALF MILLION INVESTMENT, all of which is to be saved from injury during the construction of over a third additional selling space that is to be added.

A new store is to start without stuffs that are careworn by the fall of plastering and dust. Every feature of the sale is conducted upon the honest and true business principles that have accompanied the great enterprise since its factor as the greatest retail business in the South.

Every Counter Will be Loaded Down Monday With Price Plagues on Them as In-
vincible as the Necessity That Demands the Sale.

Where aislesways are crowded please keep to the right. Goods during this sale are not exchangeable. Hundreds of additional salespeople have been added and the delivery service doubled, in order to promptly meet the demand and the strain upon the store. We give Trading Stamps, good to July 1st.

A WHOLE WORLD'S FAIR OF COT- TON GOODS.

The season's finest and handsomest
things are thrown out. The newest con-
ceptions to suffer the misfortune of being
almost thrown away. Twenty-one cases,
bought by contract, to be almost given
away.

Handsome New Dimity Cords, in vari-
ous colors and designs, cost 15c, for 6-
12.

Real Scotch Dimity, the latest designs
and colors, light and dark grounds,
4-4c, instead of 12-12c.

Imported Grandies, in a variety of
brilliant combinations, the newest and
best, 25c, quality, for 6-12c.

Lace-Striped Grandies and Solid-Color
Grandies, cost 12-12c to 16-12c, to
make, 12-12c.

Imported Chambray, in all the new
shades, for 15c-25c, quality.

Brilliant Plain and Striped Ducking, the
latest novelty for ladies' shirt-waists
and dresses, 8-12c, instead of 12c.

1 lot of 40-inch Batiste and French Or-
gandies, in light and dark styles; Tis-
sue Mozambique, 12-12c, to make; 12-12c.

6c. Light Colicots, in neat, pretty pat-
terns, 25-30c, a yard.

44 Lonsdale Cambray, for 6-12c, a yard.
12-12c, grade, for 2-12c; 12-12c, kind
for 6-12c.

44 Boulevard Mixtures, in all colors, for
7-12c, instead of 12-12c.

All colors of Embroidered Swiss, cost
10c to make, 12-12c.

Solid Color Basket-Weave Plaques, for
ladies' shirt-waists, 8c, 12-12c, to
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2-yards Full-Bleached Scotch Linen Da-
mask, 6-12c, width, 28c, a yard.

6-yards Irish Linen Satin Damask,
in large and small designs, always 75c,
grade for 60c, a yard.

10 dozen Extra-Large-Size Colored-
bordered Linen Damask Doilies, the 10
dozen ones, 2-12c, each.

Bordered Linen Lunch Napkins, 1c, each,
12 dozen Very Large Pure White Linen
Damask Doilies, fringed, are 8c, each,
instead of 12-12c, each.

23c. Turkey-Red Table Damask, fast
colors, full widths, 12-12c, a yard.

FROM 8-10 TO 9 O'CLOCK—
Not enough to last longer—
Honeycomb Water-Absorbing Towels,
lateral size, colored bordered, 1c, each,
instead of 12-12c, each.

27 CASES OF NEW WHITE GOODS,
IN THE FACE OF THIS CLOSING
DISTURBANCE.

The prices will have the every appear-
ance of a merchandise calamity. We
have no store for them—take them all in
a day.

As per previous contract, 100 yards
mill ends of the finest White India
Linos and Organdies, 36 and 40 inches
wide, for 12-12c, each, full-
price prices would be 10c to 30c, a yard,
your pick of any in this lot 9c, a yard.

2,000 yards Very Sheer White India
Linos, mill ends, costing 10c to 12-12c,
and 12-12c, you can pick from this
lot for 6-12c, a yard.

1,500 yards India Linos, lengths 1 to 6
yards, mill ends, costing 10c to 12-12c,
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Lot No. 3 includes 46-inch All-Wool
White, 6-12c, width, 28c, a yard.

6-yards Irish Linen Satin Damask,
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